

Corporate Affairs: Communications and Governance reports

Quarter 3 2014/15

Corporate Affairs: Communications and Governance report

October 2014

Headlines:

- 251 press cuttings (down 26% on October 2013)
- 60 media calls handled (3 out-of-hours) (down 49% on October 2013)
- 2 news releases issued
- 5 blogs posted
- 3 media interviews arranged, 3 carried out
- 466,873 website visits
- 8,635 publications distributed
- 2 event arranged

Channel		Reaching organisations	Reaching individuals
Cuttings (DM) Generated: 17% Non-generated: 83% Total: 251 6% positive 83% on message 6% balanced 5% negative	Consumer media	<p>On 1 October, we issued a news release confirming that a Devon marketing firm has been fined £70,000 after making nuisance calls. The move was welcomed by stakeholders, including the consumer group Which?, and showed we were still using the powers available to us. The release was covered by a number of outlets including the BBC website.</p> <p>A blog was also published on 25 October to coincide with DCMS consultation on lowering legal threshold for nuisance calls penalties. The blog highlighted the improvements these changes would make and helped influence the ongoing debate in this area.</p>	<p>The launch of the updated CCTV code was accompanied by a webinar where Jonathan Bamford explained the guidance in further detail. The webinar was viewed by 120 people on the day and a recording of the webinar is now available on our website.</p> <p>On 31 October, we responded to the privacy concerns raised about an app released by the Samaritans which monitors people's Twitter feeds. The response confirmed we were aware of the issues raised and would be speaking to the charity to find out more about how the app works. Issuing the response in a timely manner has helped to show how we are reacting to the concerns raised from a vulnerable section of society.</p>
Trade / sector media		On 15 October, we published a news release and a blog to promote the launch of our updated CCTV code. The guidance received press coverage in a number of trade outlets including The Register and Computing.	
Positive = coverage that is explicitly complimentary of the ICO; on message = coverage that contributes to our communications objectives; Balanced = coverage that includes both criticism and mitigation; Negative = coverage that is explicitly critical of the ICO (no mitigation or defence).			
Web stats (KM) 466,873 visits (+9%) Percentage		<p>Page views in 'for orgs' section: 506,982 (+10%)</p> <p>Top pages:</p> <ol style="list-style-type: none"> 1. Data protection – 44,410 (13%) 2. Guide to DP – 23,573 (18%) 3. DP principles – 22,713 (22%) 4. Registration – 22,300 (3%) 5. Key definitions – 19,983 (20%) 	<p>Page views to 'for the public' pages: 135,009 (4%)</p> <p>Top pages:</p> <ol style="list-style-type: none"> 1. Accessing personal info – 19,988 (8%) 2. Guide to crime – 9,808 (7%) 3. Marketing calls – 9,325 (12%) 4. Guide to CCTV – 7,176 (4%) 5. Accessing official information – 6,127 (11%)

Channel	Reaching organisations	Reaching individuals
increase/decrease figures based on September 2014. Percentage increase/decrease figures based on September 2014.	<p>Top news and blogs:</p> <ol style="list-style-type: none"> 1. Nuisance calls: boilers, insulation and solar panels: 2,671 2. CCTV code fit for 2014 blog: 2,458 3. Changing name and gender blog: 1,751 <p>Guidance (PDFs) downloads:</p> <ol style="list-style-type: none"> 1. Guide to DP: 1,082 (23%) 2. SAR code of practice: 981 (16%) 3. CCTV code of practice (new): 910 	<p>Complaints:</p> <ol style="list-style-type: none"> 1. Marketing – 6,762 (13%) 2. Handling – 3,235 (-4%) 3. Accessing – 2,227 (7%) 4. Cookies – 86 (0%) <p>Most popular register search results:</p> <ol style="list-style-type: none"> 1. Concentrix Europe – 58 2. Imperial College – 47 3. M&W Solutions - 42 <p>Device (visits)</p> <ul style="list-style-type: none"> • Desktop: 379,328 (9%) • Mobile: 54,639 (7%) • Tablet: 32,996 (12%)
Social media (DM) No of visits to the website via social media: 3,517 (-19%)	<ul style="list-style-type: none"> • LinkedIn followers: 3,419 • Twitter followers : 11,200 <ul style="list-style-type: none"> ◦ ICO tweets: 66 • YouTube views: 7,033 (17%) • Website visits via social media: 3,517 (-19%) <ul style="list-style-type: none"> ◦ Twitter: 1,461 (-31%) ◦ Facebook: 1,204 (-2%) ◦ LinkedIn: 169 (-45%) 	<ul style="list-style-type: none"> • Facebook 'likes': 1,510 <p>On 15 October, an episode of the Apprentice focused on the use of wearable technology. A number of tweets were sent out to highlight the privacy issues relating to wearable devices that were well received.</p> <p>Our response to the concerns raised about the Samaritans app monitoring people's Twitter feeds was widely quoted on Twitter.</p>
ICO blog posts (KM)	<p>No of new posts: 5</p> <p>Page views</p> <ol style="list-style-type: none"> 1) CCTV code fit for 2014: 2,458 2) Changing name and gender: 1,751 	

Channel	Reaching organisations	Reaching individuals
	3) NHS Trusts visits: 1,169 4) Four things that could change: 1,114 5) Global cooperation, local benefit: 619	
E-newsletter (GJ)	<p>Number of subscribers: 28, 561</p> <p>Top 5 read stories:</p> <ol style="list-style-type: none"> 1) New joint guide with Ofcom to help people use apps securely 2) Registration for DPP Conference 2015 3) Latest FOI monitoring list 4) Upcoming law change on enforced subject access 5) NHS Good Practice blog 	
Publications (KTS)	<p>Top 5 requested publications:</p> <ol style="list-style-type: none"> 1) Data protection postcards - 3,116 2) How do I handle SAR checklist - 668 3) Data sharing checklist - 528 4) Data sharing code of practice - 392 5) Quick guide to employment practice code: 313 	<p>Top 5 requested publications:</p> <ol style="list-style-type: none"> 1) Personal information toolkit - 1,089 2) Credit explained - 166
Events (KTS) Internal and external	Data protection workshops - 1 October in York. 22 October in London. Aimed at SMEs. 40-45 attendees per workshop. Feedback has been positive.	None
Parliamentary questions (PB)	None.	

Channel	Reaching organisations	Reaching individuals
Research (NB)		Staff survey completed in October - Overall completion rate across the civil service was 77% - ICO was around 45% in the end.
Equality and diversity (JS)	Published a changing your name and gender blog explaining key data protection issues organisations and members of the public need to know about when changing their surname after getting married, or when they're changing gender. Internal work to promote Black History month.	
ICON (TB)	08/10/14 – 06/11/14 Top hit stories / pages – 1. First Knowledgebase: 1,613 2. Sector pages homepage: 1,297 3. Recruitment and selection: 1,267 4. First Contact noticeboard: 1,008 5. Noticeboard: 1,003 Number of visits each day – 6,193	

October

Corporate Affairs: Communications and Governance report

November 2014

Headlines:

- Russian website broadcasts webcam footage from UK and worldwide. ICO blog prompts international breaking news with Christopher Graham appearing on the Today programme, CNN, BBC Breakfast and many more
- FOI is Ten event hosted by ICO at the RSA, London
- Widespread coverage of claim that News UK staff phone records were incorrectly passed by Vodafone to Met Police
- ICO conducts second live webinar and Q and A covering **enforced subject access**
- Triennial review launched

Headline statistics:

394 press cuttings (up 57% on October)	11 media interviews arranged, 11 carried out
113 media calls handled (2 out-of-hours) (up 88% on October 14)	455,525 website visits
4 news releases issued	4,073 publications distributed
2 blogs posted	2 event arranged, 0 attended as exhibitor

Channel		Reaching organisations	Reaching individuals
Cuttings Generated: 34% Non-generated: 66% Total: 394 2% positive 97% on message 1% balanced	Consumer media	<ul style="list-style-type: none"> • Webcam story coverage on Today programme, CNN • Organisations warned against SQL attach / Worldview CMP 	<ul style="list-style-type: none"> • Webcam story coverage on BBC Breakfast, Five Live and regional press • Regional coverage of Grampian Health Board enforcement notice
	Trade / sector media	<ul style="list-style-type: none"> • Twitter coverage of FOI is Ten event • Triennial review launch (website, twitter, enewsletter) • Tech press coverage of mobile phone director stealing customer data story 	
Positive = coverage that is explicitly complimentary of the ICO; on message = coverage that contributes to our communications objectives; Balanced = coverage that includes both criticism and mitigation; Negative = coverage that is explicitly critical of the ICO (no mitigation or defence).			
Web stats (TB) 455,525 visits (-2.43%) Percentage increase/decrease figures based on October 2014.	Page views in 'for orgs' section: 493,052 (-2.74%) Top pages: 6. For Orgs Data protection – 41,906 (-5.64%) 7. Register of data controllers – 24,016 (-10.58%)	Page views to 'for the public' pages: 118,498 (-12.22%) Top pages: 6. Personal information – 17,685 (-11.52%) 7. Marketing calls – 8,238 (-11.66%) Complaints: 5. Marketing – 5,592 6. Handling – 2,971	

Channel	Reaching organisations	Reaching individuals
	<p>Top news and blogs:</p> <ol style="list-style-type: none"> 4. Avoid oldest hackers trick – 3,272 5. Company director fined for illegally accessing mobile phone database – 3,187 <p>Guidance (PDFs) downloads:</p> <ol style="list-style-type: none"> 4. CCTV CoP – 1,469 (+61.43%) 5. Guide to DP – 1,022 (-5.55%) 	<p>Most popular register search results:</p> <ol style="list-style-type: none"> 1. cctv – 554 (-2.98%) <p>Device (visits)</p> <ul style="list-style-type: none"> • Desktop: 368,303 (-2.88%) • Mobile: 54,898 (+0.47%) • Tablet: 32,324 (-2.04%)
Social media (DM and TB)	<ul style="list-style-type: none"> • LinkedIn followers: 3,563 • Info rights forum members: 342 • Twitter followers : 11,423 (ICO tweets: 55) • YouTube views: 7,121 (+2%) 	<ul style="list-style-type: none"> • Facebook 'likes': 1,565 + (4%) <p>No of visits to the website from social media: 3,108 (+8.81% over previous month) Twitter 1,601 (+ 10%) FB 1,195 fb, (-1%) Linkedin 313 (+84%)</p>
ICO blog posts (TB)	<p>No of new posts: 2</p> <p>Page views:</p> <ol style="list-style-type: none"> 1) Is someone watching you right now? – 19,123 views on day published, 12,710 the following day 2) Rebuilding ico.org.uk – 203 on day posted, 169 the following day 	
E-newsletter (GJ)	<p>Number of subscribers: 31,788</p> <p>Top 5 read stories:</p> <ol style="list-style-type: none"> 6) Updated surveillance guidance fit for 2014 (529 clicks) 7) New training course to help SMEs stop cybercrime (419 clicks) 8) Is your website vulnerable to oldest hackers' trick in the book (380 clicks) 	

Channel	Reaching organisations	Reaching individuals
	9) Blog on changing your name and the DPA (374 clicks) 10) General enforcement section (333 clicks)	
Publications (KTS)	Top 5 requested publications: 1) Data protection postcards - 2,169 2) Data sharing checklist - 655 3) Data sharing code of practice - 470 4) The lights are on DVD - 436 5) How do I handle subject access requests? 343	Top 5 requested publications: 3) Personal information toolkit - 719 4) Credit explained - 460
Events (KTS) Internal and external	SME workshop - Wilmslow. 18 Nov. Data protection workshop for 40 delegates on basic DPA. 10 years of FOIA - London. 26 Nov. Workshops for 105 delegates and evening panel debate for 100.	None.

Channel
Corporate Governance (PB)

- Revised risk register format and risks giving an overview of the risk environment, timeline, and risks mapped against ICO aims.
- Inputted into Triennial review workshop and keeping an eye on developments.
- Ran a business continuity desk top exercise as a pilot for more regular exercises.
- Kicked off business planning for 2015/16.
- Started work on the ITT for the next tranche of customer satisfaction surveys.
- Ensured register of outstanding internal and external audit recommendations is up to date for Audit Committee.

Research	Results compiled and presented for staff survey – 40% response rate. Liaison with procurement team in preparation for the next customer satisfaction survey.
Equality and diversity (JS)	None for November
ICON	Top hit stories / pages <ol style="list-style-type: none">1. First Contact Knowledgebase – 1,8002. Recruitment and selection – 1,3263. Sector pages – 1,1114. First Contact noticeboard – 1,0485. Noticeboard - 980 Number of visits each day – 6,132

November

Corporate Affairs: Communications and Governance report

December 2014

Headlines:

- Promotion of the CMP issued to Parklife festival for breaching PECR rules reaches around 10 million people, with coverage featuring in BBC Radio 1 Breakfast show, Newsbeat, The Independent, Daily Star and NME.com
- Penalty for Kwik Fix Plumbers Ltd also receives strong coverage, including BBC Radio 4 You and Yours interview with Andy Curry
- Nuisance call taskforce report published by Which?, following ICO input. Simon Entwistle spoke on BBC Breakfast about the ICO's role
- ICO story on webcam site features in BBC's top tech stories of 2014
- More work on 'FOI is ten' anniversary, ahead of Jan 1st 2015, inc publishing of interactive timeline
- Registration for DPPC 2015 closes, with 1500
- Leadership Group workshop in support of Triennial Review

Headline statistics:

240 press cuttings	7 media interviews arranged, 7 carried out
81 media calls handled (5 out-of-hours) (up x% on month / year)	331,158 website visits
3 news releases issued	5,084 publications distributed
3 blogs posted	0 event arranged, 0 attended as exhibitor

Channel		Reaching organisations	Reaching individuals
Cuttings (DM) Generated: 12% Non-generated: 88% Total: x 4% positive 89% on message 5% balanced 2% negative	Consumer media	<ul style="list-style-type: none"> Caerphilly council 'spies on employee' story featured in local press, reiterating need for proportionality when considering DPA. Nuisance call taskforce launch features on BBC Breakfast 	<ul style="list-style-type: none"> Significant coverage for Parklife CMP, as listed above, as well as Capital FM, BBC Radio Manc, Daily Mirror website, Manchester Evening News. Kwik Fix Plumbers Ltd CMP features in Daily Mail and Mail Online, also on BBC website.
	Trade / sector media	<ul style="list-style-type: none"> Christmas tech top tips featured on several tech websites, and well-received on twitter The nuisance call taskforce also featured in trade press, esp the suggestion that directors be held more responsible. 	
Positive = coverage that is explicitly complimentary of the ICO; on message = coverage that contributes to our communications objectives; Balanced = coverage that includes both criticism and mitigation; Negative = coverage that is explicitly critical of the ICO (no mitigation or defence).			
Web stats (KM) 331,158 visits (-41.81%)	Page views in 'for orgs' section: x (+/-x%) Top pages: 8. guide to data protection – 15,598 (+/-x%) 9. For organisations – 13,256	Page views to 'for the public' pages: x (+/-x%) Top pages: 8. Accessing personal info – 9,715 (+/-x%) 9. /calls/ - 9,126	

Channel	Reaching organisations	Reaching individuals
	<p>Top news and blogs:</p> <ul style="list-style-type: none"> 6. Caerphilly Council warned after employee surveillance – 1,398 7. Boiler insurance firm fined 90,000 - 786 <p>Guidance (PDFs) downloads:</p> <ul style="list-style-type: none"> 6. Guide to Data Protection – 2,605 7. CCTV Code of Practice – 1,073 	<p>Complaints:</p> <ul style="list-style-type: none"> 7. Marketing – 4,374 8. Handling Information – 3,540 <p>Device (visits)</p> <ul style="list-style-type: none"> • Desktop: 267,792 (-29.52%) • Mobile: 40,674 (-27.92%) • Tablet: 22,692 (31.77%) •
General trends / projects		
With the remaining sections of the website going live, the percentage difference hasn't been calculated.		
Social media (DM and TB)	<ul style="list-style-type: none"> • LinkedIn followers: 3,704 • Twitter followers : 11,620 (up 197) <ul style="list-style-type: none"> ◦ ICO tweets: 52 • YouTube views: 4,496 (-58%) • Website visits from social media: xx (+/-x%) <ul style="list-style-type: none"> ◦ Twitter: 1,000 (-39.17%) ◦ Facebook: 1,060 (-13.26%) ◦ LinkedIn: 260 (-21.21%) 	<ul style="list-style-type: none"> • Facebook 'likes': 1,612 <p>No of visits to the website from social media: 2,657</p>
ICO blog posts (KM)	<p>No of new posts: 3</p> <p>Pageviews:</p> <ul style="list-style-type: none"> 3) 5 important decisions from 10 yrs of FOI – 1,946 4) Protecting data on your Xmas list? – 1,649 5) Ico.org.uk –sections now live – 727 6) 	
E-newsletter (GJ)	Number of subscribers: 31,788	

Channel	Reaching organisations	Reaching individuals
	<p>Top 5 read stories:</p> <ul style="list-style-type: none"> 11) Updated surveillance guidance fit for 2014 (529 clicks) 12) New training course to help SMEs stop cybercrime (419 clicks) 13) Is your website vulnerable to oldest hackers' trick in the book (380 clicks) 14) Blog on changing your name and the DPA (374 clicks) 15) General enforcement section (333 clicks) 	
Publications (KTS)	<p>Top 5 requested publications:</p> <ul style="list-style-type: none"> 6) Data protection postcards - 1,396 7) Data sharing checklist - 646 8) Data sharing code of practice - 470 9) A practical guide to IT security - 282 10) How do I handle SAR? - 272 	<p>Top 5 requested publications:</p> <ul style="list-style-type: none"> 5) Personal information toolkit - 418 6) Credit explained - 254
Events (KTS) Internal and external	None.	None.

Channel	
Corporate Governance (PB)	<ul style="list-style-type: none">• Audit Committee 8 December• Leadership group workshop in support of Triennial Review
Research	None
Equality and diversity (JS)	None
ICON	<p>Top hit stories / pages –</p> <ol style="list-style-type: none">1. Recruitment and selection – 1,0802. First contact knowledge base – 1,0373. Sector pages - 716 <p>Number of visits each day – 3,982 (-40.82%)</p>

December